



# ORDER

Flight Dates **09/18/12-09/24/12**

Contract / Revision      **311331 /**

Original Date / Revision  
09/17/12    09/17/12

Advertiser **Flake / Republican / US Sen:**

Agency    **Smart Media Group**

Buying Contact

**814 King Street - Suite 400  
Alexandria, VA 22314-3039**

Product

**Flake for Senate**

Agency Com    15%

Billing Contact

**814 King Street - Suite 400  
Alexandria, VA 22314-3039**

Sales Office    EWSDC

Sales Region   NAT

Agency Ref

Order Sep      00:20:00

Estimate #      **918924**

Alt Order #

Billing Type    Cash

Order Type    GENERAL

Billing Cycle   EOM/EOC

Billing Calendar BROADCAST

Demographic   A25-54

Rev Codes      POL      POL      CAND

Product Codes PL

Priority          P-1

Advertiser Ref

Primary Account Executive  
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		
Tanya Winscott	%		

Order Share 13%    Market Value 94000

Competing Station	% of Order	Amount
CABLE	%	0
KASW	%	0
KDRX	%	0
KPHO	23%	21620
KPNX	24%	22560
KPPX	%	0
KSAZ	20%	18800
KTVK	20%	18800
KTVW	%	0
KUSK	%	0
KUTP	%	0
UNKWN	%	0

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	46	\$10,387.00	\$12,220.00	0.00	08/27/12	09/24/12	46	\$10,387.00	\$12,220.00
<b>Totals</b>	<b>46</b>	<b>\$10,387.00</b>	<b>\$12,220.00</b>	<b>0.00</b>					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	KNXV	09/18/12	09/21/12	M-F 430pm-5pm M-F 430pm-5pm	CM	430pm-5pm	- TWTF - -	:30	4	\$225.00	P-6	0.00	NM	4	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	- TWTF - -					4	\$225.00		0.00			
N 2	KNXV	09/24/12	09/24/12	M-F 430pm-5pm M-F 430pm-5pm	CM	430pm-5pm	M- - - - -	:30	1	\$150.00	P-6	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	M- - - - -					1	\$150.00		0.00			
N 3	KNXV	09/18/12	09/21/12		CM	7am-9am	- TWTF - -	:30	8	\$225.00	P-3	0.00	NM	8	\$1,800.00



KNXV

Print Date: 09/18/12

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Contract / Revision **311331** Flight Dates **09/18/12-09/24/12**

Hiatus Dates

Original Date / Revision 09/17/12/ 09/17/12

Order Sep 00:20:00

Advertiser **Flake / Republican / US Ser** Product **Flake for Senate**

Estimate # **918924**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
				M-F 7-9am M-F 7-9am											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	- TWTF - -					8	\$225.00		0.00			
N 4	KNXV	09/24/12	09/24/12	M-F 7-9am M-F 7-9am	CM	7am-9am	M- - - - -	:30	2	\$150.00	P-6	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	M- - - - -					2	\$150.00		0.00			
N 5	KNXV	09/22/12	09/22/12	Sa 6-7am GMA Sa 6-7am Good Morning ,	CM	6am-7am	- - - - - S-	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	- - - - - S-					1	\$150.00		0.00			
N 6	KNXV	09/23/12	09/23/12	Su 6-7am GMA Su 6-7am Good Morning ,	CM	6am-7am	- - - - - S	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	- - - - - S					1	\$150.00		0.00			
N 7	KNXV	09/23/12	09/23/12	Su 8-9am ABC This Week	CM	8-9am	- - - - - S	:30	1	\$150.00	P-6	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	- - - - - S					1	\$150.00		0.00			
N 8	KNXV	09/18/12	09/21/12	M-F 4pm-430pm 4PM News	CM	4pm-430pm	- TWTF - -	:30	5	\$350.00	P-3	0.00	NM	5	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	- TWTF - -					5	\$350.00		0.00			
N 9	KNXV	09/24/12	09/24/12	M-F 4pm-430pm 4PM News	CM	4pm-430pm	M- - - - -	:30	1	\$200.00	P-6	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	M- - - - -					1	\$200.00		0.00			
N 10	KNXV	09/18/12	09/21/12	M-F 5pm-530pm M-F 5pm-530pm	CM	5pm-530pm	- TWTF - -	:30	4	\$450.00	P-3	0.00	NM	4	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	- TWTF - -					4	\$450.00		0.00			
N 11	KNXV	09/24/12	09/24/12	M-F 5pm-530pm M-F 5pm-530pm	CM	5pm-530pm	M- - - - -	:30	1	\$250.00	P-6	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	M- - - - -					1	\$250.00		0.00			
N 12	KNXV	09/18/12	09/21/12	M-F 6pm-630pm M-F 6pm-630pm	CM	6pm-630pm	- TWTF - -	:30	4	\$450.00	P-3	0.00	NM	4	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	- TWTF - -					4	\$450.00		0.00			
N 13	KNXV	09/24/12	09/24/12	M-F 6pm-630pm M-F 6pm-630pm	CM	6pm-630pm	M- - - - -	:30	1	\$250.00	P-6	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	M- - - - -					1	\$250.00		0.00			
N 14	KNXV	09/18/12	09/21/12	Jimmy Kimmel Live Jimmy Kimmel	CM	1102p-1206a / 103-	TWTF - -	:30	4	\$100.00	P-6	0.00	NM	4	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	- TWTF - -					4	\$100.00		0.00			
N 15	KNXV	09/24/12	09/24/12	Jimmy Kimmel Live Jimmy Kimmel	CM	1102p-1206a / 103M-	- - - - -	:30	1	\$100.00	P-6	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	M- - - - -					1	\$100.00		0.00			



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Order Sep 00:20:00

Advertiser **Flake / Republican / US Ser** Product **Flake for Senate**

Estimate # **918924**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 15	KNXV	09/24/12	09/24/12	Jimmy Kimmel Live Jimmy Kimmel	CM	1102p-1206a / 103M	-----	:30	1	\$100.00	P-6	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		09/24/12	09/30/12	M-----	1		\$100.00	0.00							
N 16	KNXV	09/22/12	09/22/12	SA 10-1035pm 10pm News	CM	10pm-1035pm	-----S-	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		09/17/12	09/23/12	-----S-	1		\$450.00	0.00							
N 17	KNXV	09/18/12	09/21/12	M-F 630pm-7pm M-F 630pm-7pm	CM	630pm-7pm	--W-F--	:30	2	\$500.00	P-6	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		09/17/12	09/23/12	--W-F--	2		\$500.00	0.00							
N 18	KNXV	09/24/12	09/24/12	M-F 630pm-7pm M-F 630pm-7pm	CM	630pm-7pm	M-----	:30	1	\$500.00	P-6	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		09/24/12	09/30/12	M-----	1		\$500.00	0.00							
N 19	KNXV	09/22/12	09/22/12	SA 530am-6am SA 530am-6am	CM	530am-6am	-----S-	:30	1	\$45.00	P-3	0.00	NM	1	\$45.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		09/17/12	09/23/12	-----S-	1		\$45.00	0.00							
N 20	KNXV	09/18/12	09/21/12	M-F 9am-10am Sonoran Living	CM	9am-10am	-TWTF--	:30	1	\$50.00	P-6	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		09/17/12	09/23/12	-TWTF--	1		\$50.00	0.00							
N 21	KNXV	09/23/12	09/23/12	SU 1105pm-1135pm SU 1105pm-1135pm	CM	1105pm-1135pm	-----S	:30	1	\$25.00	P-6	0.00	NM	1	\$25.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		09/17/12	09/23/12	-----S	1		\$25.00	0.00							
Totals														46	\$12,220.00